**Book Trailer Assignment:** **Rubric**

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|  | **Exemplary**  **5** | **Competent**  **3** | **Does Not Meet Expectations**  **0** | **Score**  **(Weight)** |
| **Visuals** | Visuals, such as images, slides, or artwork, have a clear connection to the chosen text and are seamlessly incorporated into the trailer. | Visuals have an at-times unclear connection to the text and are loosely incorporated into the trailer. | Visuals have no apparent connection to the chosen text and are not successfully incorporated into the trailer. | /5 |
| **Text Excerpts** | Excerpts selected from the text are strongly incorporated and well connected in the trailer. It is apparent the text selections have been thoughtfully chosen. | Excerpts from the text are only somewhat incorporated and are loosely connected in the trailer. It is unclear whether or not the text has been thoughtfully chosen. | The text is unrelated and unincorporated to the trailer. | /5 |
| **Music** | Music selected is appropriate, and displays a clear connection to the text. | Music selected is appropriate, but does not display an easily discerned connection to the text. | Music selected is inappropriate and bears no connection to the text. | /5 |
| **Product** | The finished product is a polished and exceptional book trailer, incorporating text, visuals, and music together seamlessly. | The finished product is an adequate book trailer, incorporating text, visuals, and music together, but perhaps not seamlessly. | The product is not finished and does not resemble a book trailer in any way. | /5 |
| **Knowledge** | The student displays an in-depth knowledge of the text selected. | The student displays an adequate knowledge of the text selected. | The student displays no knowledge of the text selected, or knowledge presented is wholly incorrect. | /5 |
| **Grammar, Usage, Mechanics & Format** | The finished product displays correct grammar usage, with minimal errors. Excerpts from the text are cited correctly. | The finished product displays correct grammar, but with multiple errors throughout. Excerpts from the text are cited correctly, but not at all times. | The finished product has very poor grammar, to the point where the incorrect grammar detracts from the trailer. Text excerpts are not cited. | /5 |
| **Total** |  |  |  | \_\_\_\_/30 |